24 September 1957

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[                    ] Chief

London Bureau, FBIS
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#1 Grosvenor Square
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Dear Andy:                                SUBJECT:  Soviet Logographs

We intend to publish a new logograph book soon but before doing
so would like to have the comments and concurrence of BBC on the
system we have used in setting up the Soviet logographs.  The basic
construction of these logographs is shown below, accompanied by
examples - this seems simpler than to send you the entire list of
logographs for review.  It is largely the same as established usage,
but we hope more consistent through application of these patterns.

   1.  Soviet International Services.  Logographs use three forms:
       (a) Moscow in (language) to (beam) where necessary to
       closely define target, for example Moscow, in German to
       Germany; and Moscow, in German to Austria.
       (b) In other cases Moscow, (service) in (language); for
       example Moscow, South Asian Service in (English, Hindi,
       Urdu, Bengali or Pushtu).
       (c) If the program is rebroadcast by a Satellite trans-
       mitter for its home audience the logo is Moscow, (service)
       (via Satellite transmitter) in (language); for example
       Moscow, Soviet European Service (via Sofia) in Bulgarian.

   2.  There is no change in the present Soviet Home Service
       logographs.

   3.  Regional Services.  For Republic, ASSR, Autonomous Oblast
       and National Okrug regional services the following form is
       used:  (city), (name of area) Regional Service (via trans-
       mitter, where necessary) in (language).  Examples of each
       are:  Kiev, Ukrainian Regional Service in Ukrainian; Kazan,
       Tatar Regional Service in Tatar; Kyzyl, Tuva Regional
       Service (via Krasnoyarsk) in Russian; and Anadyr, Ckukotka
       Regional Service in Russian.  For Krai and Oblast Regional
       Services the same basic form is used except the word "Krai"
       or "Oblast" is inserted and the name of the Krai or Oblast
       is not repeated if it is identical with the name of the
       city.  Examples of Krai logos are:  Vladivostok, Primorskiy
       Krai Regional Service in Russian and Khabarovsk, Krai Regional

Service in Russian. Examples of Oblast logos are: Blagoveshchensk, Amur Oblast Regional Service in Russian and Belgorod, Oblast Regional Service (via Kharkov) in Russian.

4. Regional Dictation Services. For these services the following form is used: (city), (press agency name, if known), Dictation in (language) to (target). Examples are: Alma Ata, KAZTAG, Dictation in Kazakh to Regional Newspapers; and Kazan, Dictation in Tatar to Rayon Newspapers.

5. Press Services. Tass and Soviet Information Bureau logographs are not changed. The following form is used for press to ships: (city), (publication name, if known), Maritime Press Service in Russian code. Examples are: Odessa, SEAMAN, Maritime Press Service in Russian code and Murmansk, Maritime Press Service in Russian code. In most cases the name of the publication adds no significant information to the logo and might be dispensed with; an exception to this might be Izmail's "Danube Riverman."

We shall appreciate receiving BBC's comment as soon as possible so that we may get this much-needed publication revision in the hands of field personnel.

FOR THE ACTING CHIEF, FBIS

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